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THE OCEAN BEACH NEWS

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A Booster for Ocean Beach, Point Loma, Mission Bay and Mission Beach

THIRTEENTH YEAR, No. 9 | OCEAN BEACH CALIFORNIA | FRIDAY, DECEMBER 28, 1934 | PHONE, BAYVIEW 0741 | FIVE CENTS THE COPY

Another Year

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Many People To See California

Results of a national survey completed and announced by the All-Year club indicate a material increase in tourist travel to California this winter.

Railroad, steamship and air lines, booking round-trip winter vacation travel, as well as numerous automobile clubs, were queried regarding their reservations for California destinations and of the replies received thus far, 75 percent state present inquiries and bookings point to a material increase; 18 percent to about the same volume and seven percent to less than last winter.

"Current tourists arrivals are running 26.1 percent more than a year ago and if this trend is maintained the winter tourist season will come up to advance preductions," said Don Thomas, managing director of Southern California's non-profit tourist bureau.

Following is a digest of the replies:

Thos. Cook & Son, New York City.—"There is good reason to believe this winter's business to California should be an improvement over last year, There is quite a definite interest in travel in the East, and when such healthy inquiry takes place, naturally California gets its share. Inquirers are taking the middle track; that is, good accommodations at fairly moderate rates, rather than going in for deluxe or minimum.

Raymond-Whitcomb, Boston.—"Advance inquiries for California are very much better at the present moment than they have been for two or three years,—we are having difficulty in securing space on January sailings by way of the Panama Canal."

Santa Fe, Chicago.—"We are optimistic over the prospects for materially increased winter travel to California this winter. Preliminary advices from others regarding increased advance reservations and inquiries is paralleled by returns from our own advertising, which are excellent in quality and consistently running ahead of 1934 in numbers. Westbound travel on our two pullman all-first-class trains is currently well above that of the same period a year ago."

Southern Pacific, Chicago.—"Reports from our field forces indicate travel to California will be much better than last winter, and I believe we can safely predict at least a 20% increase."

Rock Island Railroad, Chicago.—"Prospects for California travel this winter are the brightest since 1929. Cost is still an important factor, however, to those inquiring about fares and accommodations—demand is still for moderately priced accommodations."

Burlington Railroad, Chicago.—"We are offering five winter tours to California, one of them including the Christmas and New Year's Holidays. We are getting some reservations and quite a number of inquires.

Union Pacific System, Omaha.—"Careful survey of our soliciting organization thruout the Middle West and the entire Atlantic Seaboard indicates California travel this winter is going to be in excess of travel last year and the year before, probably as much as twenty to twenty-five percent. Mail inquiries on California show substantial increase and the character of the inquiries is good. We are much encouraged by the outlook."

Panama Pacific Line, New York City.—"We have every reason to look forward to the best year we have had since 1930 which was before the depression affected our carryings. **Advance bookings for the next two months** for first class accommodations on the S.S. California, Virginia and Pennsylvania **are five times more than for the same period last year and double what they were for 1931.** Reservations for the deluxe suites and cabins with bath are among the first being made, and all space with private shower being taken up long before sailing."

Grace Line, New York City.—"Prospects are most encouraging and advance bookings indicate California traffic is in a more healthy condition than at this same time last year."

Dollar Steamship Lines, New York City.—"We fully expect that California travel from the Atlantic Coast will be larger in volume than it has been for several years—also, a much larger proportion of higher priced accommodations engaged."

Cincinnati Automobile Club, Cincinnati.—"During the first 20 days of November our figures are equal to the entire month of November in 1933. Believe prospects for California very bright this winter."

Southwest Motor Club, Inc., Fort Worth.—"A five to ten percent increase in inquiries over last year."

Nashville Automobile Club, Nashville.—"Prospects look good for increased travel to California this winter. General travel conditions have improved—an increase in past summers' travel over a year ago, plus inquiries we are beginning to get on California, support this conclusion."

Automobile Club of New York City.—"Prospects point to an increase of 25% this winter over last for California as well as Florida. Our monthly surveys for the first ten months of 1934 show California pulled 10% of the total number of inquiries as against 6.1% for entire year of 1933."

Royal Automobile Club of Canada Montreal.—"Prospects for tourists this winter seem to be much better than last season. Many of our members are planning tours to resort sections of the United States. Weather conditions here this year are so ideal that a good many have not as yet started on their tour."

Automobile Legal Association, Boston.—"Prospects for California tourist travel this winter from our area are excellent. We believe that the volume of traffic will be approximately 25% more than last year."

Automobile Club of Pittsburgh, Pittsburgh.—"We have routed more of our members to California this fall than in previous years. We believe California should have a very good tourist winter. Have had fewer calls for California information from persons looking for work and begging their way."

How Our Merchants May Increase Their Own Business

WE BUY AT HOME

There is a truism in this simple statement: the value of the home-town merchant depends upon two things, first, the quality and quantity of the merchandise he has for sale; second, the vigor and manner in which he tells his home-town folks about it.

People in these modern times of fast motor transportation, are often hard put to maintain continuous loyalty to their home-town merchants—especially if they live near large cities. The best way for any local merchant to compete with larger centers of trade, is to forever and ever keep telling human beings in his community about his wares. While this statement, published in a newspaper that depends upon advertising for its chief revenue, may seem prejudiced, it is nevertheless, the absolute truth!

Every time the local newspaper goes to press without the advertisements of some local business that has something to sell, that local business is not cooperating with other advertisers in the common effort to keep local citizens buying at "home."

The individual store that contains everything in its particular line, stands a good chance of getting and keeping customers. The community of stores that offers the widest range of needed merchandise for its people stands the best chance of getting and keeping the trade of its community and adjacent areas.

Advertising is merely telling about a thing. Some businesses need to tell often and loudly, others may get along with softer voices; it depends upon the type of business, together with its quality of management. A community of merchants that win success is one that stocks its shelves with what people want and need, and then tells about it on every possible occasion.

"We are your past, or future customers," declare Mr. and Mrs. Community Resident, "and we need to buy your merchandise and your services. But please display your goods attractively; do your best to price them reasonably; and also remember that in this busy world of today we like yourselves, need to be told what and where to buy. Build up, by cooperative and collective action, the merchandising center of our town; bring everything possible within your establishments that you think we need. We know deep down in our hearts, that you community merchants need and deserve our patronage; we know that you are a part of our town, you support our local institutions, our children have learned to know you too. We want to spend every possible penny right here at home. You do your part, Mr. Merchant, and keep telling us through your advertising to do ours."

—El Heraldo de San Clement.

KICKHAM SUES FOR $12,288 DAMAGES IN ASSAULT CASE

Suit was brought in superior court Wednesday for $12,288 damages for assault and battery by Ed Kickham of Mission Beach, against Logan Ruggles, whom it is alleged beat him up severely without provocation, October 19th, as a result of which Kickham was confined to a hospital in a critical condition for several weeks. He was knocked unconscious had his right arm broken and received concussion of the brain.

Mr. Kickham is proprietor of the Mission Beach roller skating rink, well known and highly respected citizen located at Ocean Beach prior to opening of the Mission Beach amusement center.

Our New Year Wishes

May the blessedness of the Holiday Spirit abide with you and the glorious promise of a bounteous New Year be given unto you.

THRILLING WAR STORY TOLD TO KIWANIANS

Dr. Frank R. Felt was chairman of the day at Kiwanis luncheon Wednesday, having as guest speaker Col. Thos. A. Rothwell, U.S.A., La Jolla, the speaker telling a vivid and thrilling war time spy story which was said to be a true narrative that had a great bearing on the early end of the world war and was a direct cause of the suicide of the youngest son of the German Kaiser.

James Hughes sang a splendid solo in keeping with the holiday occasion.

Irving L. Parker and Carl Messner of the La Jolla club were visiting Kiwanians.

There will be no Wednesday meeting next week but on Friday evening, January 4th, a ladies night program will be held with dinner at 6:30, followed by the installation of officers for the coming year.

Plunges Over Mountain Cliff To Instant Death

Plunging down a 75-foot cliff near the summit of rugged El Capitan peak Saturday, Wilbur Seebold, 17, 4661 Brighton ave., was killed almost instantly, Coroner Chester D. Gunn reported.

With Wilbur when he fell was his cousin, Wallace Seebold, 4439 Ohio street and John Fannin, 4424 Ohio street.

The youths had been at El Capitan dam and had decided to scale the peak. It was near the top of the mountain that Wilbur lost his footing and plunged down the jagged side. When his companions reached the body, Wilbur was dead.

Funeral services were held Wednesday afternoon at the Greenwood cemetery chapel. The Rev. James W. Mahood officiated.

He is survived by his father and mother, Henry and Ethel Seebold; two sisters, Barbara and Virginia Seebold, and three brothers, Henry jr., Jerald and Richard Seebold.

INSTALLATION OF MASONIC OFFICERS FRIDAY NIGHT

Installation services for officers of Point Loma Lodge No. 620, for 1935, will be held Friday evening, (tonight) December 28th, in the Masonic hall on Newport avenue as follows:

Ralph Lathrop, Worshipful master
Leroy W. Lee, Senior warden
Roy Gates, Junior warden
Herman Heck, treasurer
H. K. Rankin, secretary.
Wm. E. Nelson, chaplain
George B. Kenline, Senior deacon
Frederick H. LeBaron Junior D.
Harry P. Sweet, marshal
Claude Noorda, Senior stewart
Milton Schactebeck, Junior S.
David Cobb, Tyler.

A special program has been arranged with Harry S. Clark as installing officer and Harry P. Sweet as master of ceremonies.

Mr. Clark is inspector for the 111th Masonic district.

All Masons and friends are invited to witness the ceremonies of this installation.

Mr. and Mrs. Ben Jackson of 4914 Santa Monica avenue, gave a lovely Christmas dinner in their home on Christmas day. Their guests were Mr. and Mrs. Duckett, Mr. and Mrs. G. B. Kenline, and Henry Jackson.

Celebrate 57th Wedding Anniversary

Wednesday, December 26th, Mr. and Mrs. P. J. Faherty of 4827 Niagara avenue celebrated their 57th wedding anniversary, in a quiet way at their home in Ocean Beach.

The day after Christmas, 1877, this contented couple was married at Clinton, Massachusetts, going west and settling in Nebraska in 1880. They pioneered the section now known as Grand Island, Nebraska, living there until 1923 when they came to Ocean Beach. This place looked to the Faherty's like a pleasant location to spend the balance of their life, so within two weeks after their arrival they bought the home at the address given above and have lived a quiet, contented life, raising a few chickens and taking care of their flowers and garden and generally being good citizens.

Mr. Faherty was born in Ireland but his wife is a native of the state in which they were wed. In Nebraska they farmed, principally raising fruit, though built the first hotel at Grand Island when the railroad came thru that section. This couple is a model of America's home building and home loving folk. Wherever they have gone they have been satisfied with their lot, seeking favors from none, but ambitious enough to have enough of the world's goods to satisfy every daily want.

We congratulate the Fahertys on their 57 years of wedded bliss and trust they will enjoy another eleven years in their home at Ocean Beach.

12-Piece Orchestra at Mission Beach New Year's Eve

The 10th annual New Year's Eve frolic at Mission Beach ballroom Monday night, marking completion of a decade devoted to entertainment of the public, will be of exceptional interest, according to H. L. Northern, resident manager of the amusement center.

Novelties of all kinds, including noise makers, will add to the carnival spirit. Dancing, beginning at 8:30, will continue until after midnight, with music by Bobby Rice's 12-piece orchestra and special numbers by assisting artists. As the New Year's eve frolic invariably brings a capacity crowd, Northern urges early reservation of loges either by letter or by phoning Pacific Beach 681.

NOORDA BROTHERS CALLED FOR MOTHER'S FUNERAL

Wednesday just before noon Claude and Jake Noorda received word that their mother, who made her home at Ogden, Utah, had passed away. The boys left within a few hours to be in attendance at funeral services which were expected to be held Thursday afternoon.

Mrs. Noorda was a native of Holland, age 87, who had lived in Ogden since coming from her native country some thirty years ago.

The Ocean Beach Bakery operated by Noorda Bros. will be closed until they return the end of this week or the first part of next. The brothers have the heartfelt sympathy of many friends here.

Phillip Kincaid, 14, was shot accidentally in the shoulder Monday by his hunting companion, Harold Abel 4794 Muir st., police report. The boys were hunting near Phillip's home, 4180 Franklin st., when the accident occurred. Police surgeons said the wound is not serious.

HAROLD TITUS

Author of THE MAN FROM YONDER

WHEN HAROLD TITUS writes an outdoor story with a lumber camp setting he puts into it not alone the ability of a master literary craftsman but an intimate knowledge of the subject gained through personal experience. When he writes of the North Woods, of lumber jacks and their ways, he knows what he is talking about, for he was born and spent his boyhood days among the lumber camps that then dotted northern Michigan.

After graduating from the University of Michigan, Titus secured a position as reporter on the Detroit News. When the World war came he enlisted in the American army and served throughout the conflict as a sergeant in the ordnance service. With the close of the war he went back to his home county to write and to raise fruit on his farm.

Supreme in the field that he has chosen to make his own—the American woods—Harold Titus has written many stirring tales that have won wide popularity—among them, "Below Zero," "Code of the North," "Conquered," "The Last Straw" and "Timber." Now you may read his latest story, "The Man From Yonder," as it appears serially in this paper.

This new, thrilling and interesting story will start in the Ocean Beach News during the latter part of January. If you are not now a regular subscriber to our paper have your name added at once and the News will be delivered by your postman each Friday morning.

ANOTHER LOT OF NEW BOOKS AT OCEAN BEACH LIBRARY

New titles just received by the Ocean Beach branch library:

Butterfly book by Holland.
Handbook for prospectors by Von Bernewitz.
American alpines in the garden by McCully.
Elements of plumbing by Dibble.
Wilderness homes by Kemp.
Anthology of world poetry by Van Doren.
Emperor Jones; the straw by O'Neill
Russia's iron age by Chamberlin.
Brazilian adventure by Fleming.
Young man's girl by Chambers.
Florian by Salten.
Folded hills by White.
Yonder sails the Mayflower by Willsie.
Ubet by Barrows.
Ghengis Khan the emperor of all men by Lamb.
Henry the Eighth by Hacket.
Not I, but the wind. . by Lawrence.
Retreat from glory by Lockhart.

Mr. and Mrs. Morris Fried and daughters Ethel, Miriam and Charlotte were Christmas dinner hosts in their Loma Portal home to Mr. and Mrs. Robert I. Rankin and son Joseph, Mr. and Mrs. J. A. Fryer of San Diego, Miss Margaret J. Rankin, Mr. and Mrs. Heber H. Hartvigsen and son Austin of Ocean Beach.

CURRENT EVENTS PASS IN REVIEW

BALKAN CRISIS AROUSES THE POWERS TO PEACE ACTION—BUSINESS RECOVERY NEWS

By EDWARD W. PICKARD

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FOR a few days it seemed that Jugoslavia was determined to provoke another European war as an aftermath of the assassination of King Alexander.

Bogoljub Yeftitch

Bogoljub Yeftitch, Jugoslav foreign minister, appeared before the League of Nations council in Geneva and denounced the government of Hungary as responsible for the Marseilles murder, and his government pressed him to obtain concrete action in regard to the complaint. At the same time Jugoslavia was deporting thousands of Hungarians from within its borders. Hungary, denying any responsibility for the killing of Alexander, protested bitterly against the deportations, and was supported by Italy in its position. France stood back of Jugoslavia, as did Czechoslovakia and Rumania.

Yeftitch told leaders of the major European powers he preferred to withdraw the matter from the hands of the league and deal directly with Hungary rather than accept a mere "platonic" condemnation of terrorism.

"Our moderation has mistakenly been conceived to be weakness," he asserted.

The situation was genuinely threatening and the representatives of the great powers began to get busy. Pierre Laval, French foreign minister, told Baron Aloisi of Italy about the Serb threat, and a spokesman for the little entente admitted that the Belgrade government might be forced by public opinion to act unless the council's action was satisfactory.

Then Laval proposed to the league a plan involving an invitation to Hungary to conduct a careful inquiry into the murder of Alexander and to punish anyone found guilty of connection with the crime. This scheme was presented to Hungary and the little entente by Capt. Anthony Eden, British lord privy seal, and was accepted by them, to the great relief of the statesmen.

Meantime the tenseness of the situation was lessened by the sudden cessation of deportations of Hungarians from Jugoslavia, which action, it was said was due to the intercession of other powers, chiefly Great Britain and France. The Serb government probably realized that its cause at Geneva would be prejudiced by the continuation of the expulsions.

BOLIVIA, badly beaten by Paraguay, announced her acceptance of the League of Nations' plan for ending the war in the Chaco; and, although at the same time an order was issued for a general mobilization of all the country's available man power, it was believed the long struggle was near its ending.

The league plan provides for an armistice while a neutral international commission works out details of a settlement of grievances. Paraguay has not acted finally on the league's offer.

Secretary of State Hull notified the league that the United States would co-operate to bring about peace, promising that it would appoint a man for the neutral commission, and also that it would name delegates to a Pan-American peace conference at Buenos Aires to meet for the purpose of effecting a lasting settlement of the fifty-year-old border feud and insure future peace in South America.

HENRY FORD believes, as do many others, that recovery can be brought about by reviving industry and creating employment, and he is acting on his belief. The motor magnate announces that he will spend an additional $8,000,000 for further expansion and improvement of his company's thousand-acre plant at River Rouge, near Dearborn, Mich. This is in addition to the recent letting of contracts for nearly $12,000,000 for two steel mills and power units for the plant, so the company will spend a total of about $20,000,000 within a period of ten months for the development of the River Rouge plant.

Henry Ford

The new units now under construction and the cost of each are the steel finishing plant, $3,460,000; the hot steel strip mill, $6,111,923; the stripper building, for handling ingots, $230,000; new steam and electrical units for the power house $4,599,888; new blast furnaces and foundry equipment, $2,120,460, and additional equipment of many kinds, costing $3,144,250, made necessary by the shift from 24-hour to 16-hour daily production.

Evidently Mr. Ford has no fear for the future economic stability of the country.

IF A national program of grade-crossing elimination is adopted, employment for 750,000 men now on relief rolls can be provided for a period of six months and highway safety greatly promoted, according to a survey made public by the Security Owners' association. The program would involve 12,951 projects, and an expenditure of $865,000,000 requiring 783,000,000 man hours of labor.

The association represents millions of depositors and insurance company policy holders, who own nearly half of the twelve billions in railroad bonds outstanding.

Each of the projects listed, the survey states, already has been passed upon by state commissions in public hearings and removal of the grade crossings recommended or ordered. The survey estimates that 85 per cent of the funds would go directly and indirectly into wages.

RESPONDING promptly to the President's invitation to co-operate with the government, the committees for business recovery recently appointed by the Chamber of Commerce of the United States and the National Association of Manufacturers called a meeting for December 12 at White Sulphur Springs, W. Va.

Invitations have been sent to 100 leaders in the fields of commerce, industry, finance, and agriculture "to consider various suggestions for a constructive program to accelerate recovery from our existing economic condition."

The Chamber of Commerce of the United States, in its weekly Washington review, says the question of unemployment "continues as the one overshadowing problem confronting the government." The review adds that the new congress will be faced with arguments both for and against large public spending, but that there has been no indication of any final conclusion.

PRESIDENT ROOSEVELT returned from Warm Springs to his reconditioned executive offices in Washington with the greater part of his winter program completed. It will be presented to congress in his annual message on January 3. The major items have to do with expansion of the public works administration to provide work relief, revision of the NRA and the AAA, extension of power developments, social security insurance and low-cost housing, and the paring down of the budget.

INTERESTING statements were made to the American Congress of Industry in New York by two of the President's closest advisers, Raymond Moley and Donald Richberg, director of the national emergency council. Professor Moley declared there is no workable substitute for the present capitalistic economic system. "Basically," he said, "the New Deal was an effort to save capitalism and, by spreading the range of opportunity under it, to enable the average man to regain a measure of control over the conditions under which he lived. It seemed to me in 1933, as it seems to me now, that this effort to save capitalism was wise and just.

Donald Richberg

"By no stretch of the imagination could the vote of November, 1932, have been interpreted as a mandate for the abandonment of the capitalistic system. Finally, even had there been such a mandate, there was and is no workable substitute for our present system."

Moley expressed much optimism regarding business. He told the industrialists, in effect, that they need have no fear of any radical change in the present economic and social order, that industry was needed to stimulate trade, bring about recovery, and that in the last analysis it would be the business men who would distribute the wealth of the nation.

Mr. Richberg admitted the NRA had not achieved all its aims in its effort to bring about industrial self-government, but insisted that its fundamental principles must be preserved in permanent legislation for codes of fair competition.

He warned the manufacturers that the permanent law must be written in co-operation with labor and consumers, as well as private business and government, so that there should be neither work-consumer regimentation by business nor business regimentation by government.

Organized labor was soundly berated by C. L. Bardo, president of the National Association of Manufacturers. He said its contribution to national recovery had been "the most widespread inauguration of strikes, coercion, intimidation, and violence that the United States has ever seen, as evidenced by strikes in Minneapolis, Cleveland, textile industries, and the general strike at San Francisco."

Industry's platform for recovery, which was proposed at a meeting of the national industrial council, urging return to the gold standard, a balanced budget, and other orthodox economic measures, was adopted.

FOUR Americans, one Italian and two Englishmen were honored in the 1934 Nobel prize awards. Drs. George Minot, William P. Murphy and George H. Whipple were the joint winners of the award in medicine and were at Stockholm to receive the prize. Dr. Harold C. Urey of Columbia university, whose discovery of "heavy water," won him the chemistry prize, was represented by United States Minister Steinhardt. Luigi Pirandello of Italy received the literature prize. At the same time, Arthur Henderson of England, president of the world disarmament conference, received at Oslo, Norway, the peace prize for 1934 and Sir Norman Angell that for 1933.

NORMAN H. DAVIS, American ambassador-at-large and our chief representative in the naval limitation conversations that have been going on in London, has given plain warning to Japan that if that nation insists on scrapping the Washington naval treaty, security will be endangered, suspicion created and the world forced into a costly naval construction race. Mr. Davis was addressing the American Correspondents' association in London, but his words were meant for all the world to hear, and as his speech was the first comprehensive statement of the American position since the opening of the conversations, it was regarded as of the greatest importance. He also announced, for the first time, that President Roosevelt has proposed "a substantial all-around reduction in naval armaments."

N. H. Davis

Mr. Davis said that, since no agreement for armament reduction has been reached, the United States advocates the continuance of the Washington and London treaties with their assurance of "equality of security." Asserting that the Washington pact put an end to a ruinous naval race and established "a sound basis for peace in the Pacific and the Far East," he continued:

"Only by maintenance of the system of equality of security, with proportionate reductions downward of naval strength if possible, can there be maintained the substantial foundation for security and peace which has thus been laid.

"Abandonment now of the principles involved would lead to conditions of insecurity, of international suspicion, and of costly competition, with no real advantage to any nation."

Unofficially, it is said that when Japan gives formal notice that she is denouncing the Washington treaty, probably on December 20, the United States will immediately withdraw from the discussions in London.

PEACEFUL solution of the Saar plebiscite problem seemed assured when the council of the League of Nations unanimously and gladly adopted the report of the Saar committee embodying the Franco-German agreement for payment for the mines in case the region votes to return to the reich. Leading up to this settlement were two announcements of utmost importance. First, Foreign Minister Pierre Laval of France promised that French troops would make no attempt to enter the Saar territory before or during the vote on January 13. "I desire to announce," said he "that France will not participate in any international force which it may be found necessary to send into the Saar. We cannot participate in such a force because Germany cannot participate."

Then Capt. Anthony Eden, British lord privy seal, told the council that Great Britain would contribute troops to the proposed international force, provided Chancellor Hitler of Germany were willing that such an army should be sent into the territory. When Berlin was informed of this, a foreign office spokesman announced that Hitler's government would raise no objections to the plan.

Delegates of Italy and Czechoslovakia declared their countries would send troops, and Maxim Litvinov, Soviet foreign commissar, said he believed Russia would be willing to supply a part of the league force.

ATTORNEY GENERAL CUMMINGS held a four-day crime conference in Washington with some five hundred delegates, and President Roosevelt and Henry L. Stimson made speeches at the opening session. Criminologists, judges, lawyers and sociologists joined the government officials in devising a program to make the nation more law-abiding.

H. J. Anslinger, chief of the narcotic bureau, discussed the recent raids in many large cities in which his agents seized hundreds of dope peddlers, addicts and their equipment, and said the raids showed the need of more drastic laws against the dope evil. The matter of shady lawyers was taken up and Mayer C. Goldman of New York suggested that private counsel in criminal cases be abolished and a system of state defense lawyers be established. Treasury officials urged that their police authority against bootlegging should be broadened. These and many other topics were thoroughly discussed.

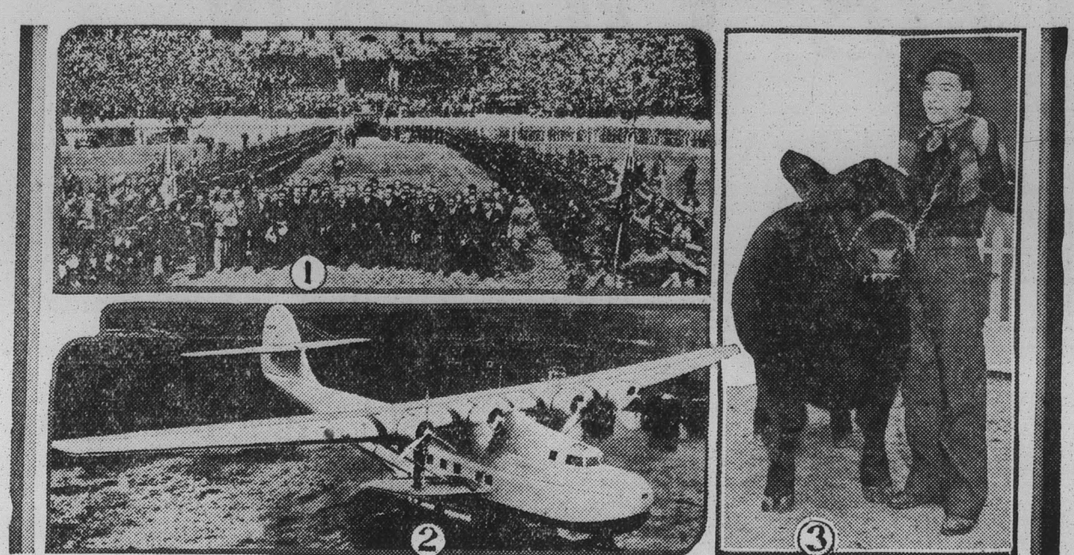
GUY T. HELVERING, commissioner of internal revenue, revealed in his annual report that forty-six Americans enjoyed net incomes of more than a million dollars last year, and one multimillionaire, richest man in 1933, netted more than five million dollars. In 1932 no one made more than five million dollars, and only twenty persons made a million or over.

Total net incomes for all persons in the country decreased slightly to ten billion eight hundred and forty-six million dollars in 1933, compared with eleven billions one hundred and eighty-five millions in 1932.

Corporation income showed a slight improvement last year, according to Helvering. He reported that 104,702 corporations showed net taxable incomes of two billion five hundred and six million dollars in 1933, compared with 78,775 corporations reporting net income of one billion eight hundred and fifty-two millions in 1932.

The great majority of corporations, however, still show no profit at all; 316,856 firms reported that instead of net income in 1933 they had net deficits aggregating four billion five hundred and eleven million dollars.

Scenes and Persons in the Current News



1—Scene in the National Stadium of Mexico City as Gen. Lazaro Cardenas arrived for the ceremony of taking the oath as forty-fifth president of the republic. 2—World's largest air liner, built for trans-Pacific service, after it was "unveiled" near Baltimore; it will carry 50 passengers and a full crew. 3—"Snookums," named 4-H club grand champion junior steer at the International Live Stock show in Chicago; it is a pure-bred Angus owned by Mary Kinsinger of Chenoa, Ill.

Congressman Fails to Keep His Shirt On

When a hunter shoots at a deer and misses, it is the custom to cut off a piece of his shirt tail. On a recent hunting party in Liberty county, Georgia, Congressman-elect Frank Whelchell of Gainesville, Ga., missed three deer and each time lost a portion of his shirt, with the result that he turned in the remains, declaring that he was not cut out to be a deer hunter. He is shown here losing one section of the shirt.

HIGH PRICED PLAYER

Joe Di Maggio has been purchased by the New York Yankees from the San Francisco Seals in one of the biggest deals ever consummated for a Minor league player. Di Maggio is to go to the Yankees next season, for fall delivery, in exchange for five players and $75,000 in cash.

GAVE AWAY A MILLION

A. E. O. Munsell, former millionaire shown at the government sheleter for transients at No. 109 West Fifty-fourth street, New York, where he is living after giving his million dollars to the poor. Munsell, a Harvard graduate who has studied abroad, says he is happier now living in a "flop house" than he was when he had plenty of money.

Three Generations Total 47 Years

Here are Mrs. J. R. Noah, thirty-three, of Fort Worth, Texas, her newly born granddaughter, and the infant's mother, Mrs. H. Mullins, fourteen, daughter of Mrs. Noah. The infant's father is also just fourteen years of age.

Model Home in New Deal Experiment

One of the model homes built in Mississippi county, Arkansas, in a project for which $1,500,000 of government funds was alloted and a tract of 16,000 acres of cut-over land bought at $2.50 an acre. The houses have been built at an average cost of $1,100 each.

QUESTION BOX

by ED WYNN, *The Perfect Fool*

Dear Mr. Wynn:

I have just been convicted and sentenced to jail for twenty years. I understand a prisoner has his choice of jobs when he is sent to prison. Twenty years is a long time. Can you tell me what position I should pick out?

Yours truly,
A. ITZTUFF.

Answer: When the warden asks you what you want to do tell him you want to be a sailor.

Dear Mr. Wynn:

I am troubled with insomnia. I can't seem to sleep at night. It worries me very much. What remedy do you suggest to stop me worrying?

Sincerely,
IKE ANTSLEEP.

Answer: Jump on a train and go to Virginia, get some of that corn whisky they make down there, take 3 drinks of it and you won't care a rap if you sleep or not.

Dear Mr. Wynn:

Can you tell me why a giraffe's neck is so long?

Yours truly,
ARCH OLOGIST.

Answer: My dear chap, the reason a giraffe's neck is so long is merely because its head is so far away from its body.

Dear Mr. Wynn:

A friend of mine whom I haven't seen for three years came into my office yesterday. I always thought he was tall, but yesterday he looked short to me. He told me he had just gotten married. Could that have anything to do with him looking shorter than before?

Sincerely,
I. GLASS.

Answer: That is the whole story in a nutshell. He used to be tall, but since he married he probably settled down.

Dear Mr. Wynn:

I own a cafe which only does a small business. I can't afford a cabaret and do not know how to entertain my customers. Can you suggest any way of me giving my customers some enjoyment while dining?

Yours truly,
E. TINGPLACE.

Answer: Serve them some waffles and alphabet soup and they can make up their own cross word puzzles.

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WNU Service.

Barbados Has Clean Record

Of all the land in the western hemisphere, no part of it has a cleaner early history than Barbados, observes a writer in the Detroit News. The island was uninhabited when the crew of the Olive Blossom took possession of it in 1603, and it was still without inhabitants when it was settled by Englishmen in 1627. Thus no one was dispossessed in Barbados, and the island has had a peaceful record under the British flag ever since it was first unfolded.

Bedtime Story for Children

By THORNTON W. BURGESS

A WONDERFUL SWIMMER

IN THE moonlight on the bank of the Big River Peter Rabbit sat gossiping with Honker the Goose. Suddenly they were interrupted by a wild, strange cry from the middle of the Big River. It was like crazy laughter. Peter jumped at the sound, but Honker merely chuckled.

"It's Dippy the Loon," said Honker. "He spends the summer in the Far North not far from us and started south just before we did."

"I wish he would come in here so that I could get a good look at him and make his acquaintance," said Peter.

"He may, but I doubt it," replied Honker. "You know Dippy practically lives on the water and rarely comes ashore. He's about the most awkward fellow on land of anyone I know of."

"Why should he be any more awkward on land than you?" asked Peter.

"Because," replied Honker, "Old Mother Nature has given him very short legs and has placed them so far back on his body that he can't keep his balance to walk and has to use his wings and bill to help him over the ground. On shore he is about the most helpless thing you ever have seen. On water he is altogether another fellow. He's just as much at home under water as on top. My, how that fellow can dive! When he sees the flash of a gun he will get under water before the shot can reach him. That's where he has the advantage of us geese. You know, we can't dive. He could swim clear across this river if he wanted to. And he can swim so fast under water that he can catch fish. It is because his legs have been placed so far back that he can swim so fast. His feet are nothing but big paddles. Another funny thing is that he can sink right down in the water when he wants to, with nothing but his head out. I envy him that. It would be a lot easier for us geese to escape the hunters if we could sink down that way."

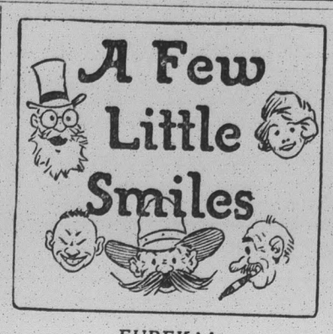
"Has he got a bill like yours?" asked Peter innocently.

"How do you suppose he would hold on to a slippery fish if he had a bill like mine?" demanded Honker. "His bill is stout, straight and sharp-pointed. He is pretty nearly as big as I and his back, wings, tail and neck are black, with bluish or greenish appearance in the sun. His back and wings are spotted with white and there are streaks of white on his throat and on the sides of his neck. On his breast and below he is all white. You certainly ought to get acquainted with Dippy, Peter."

"I'd like to," replied Peter, "but I guess I'll have to be content to know him just by his voice. It's about as crazy sounding as the voice of Old Man Coyote and that is saying a great deal."

Seeing that Honker was very tired, Peter bade him good night and left him in peace on the sandy bar in the Big River.

©. T. W. Burgess.—WNU Service.



EUREKA!

"Archimedes," read the schoolboy, aloud, "leaped from his bath shouting 'Eureka! Eureka!'" "One moment," said the teacher. "What is the meaning of 'Eureka?'" "'Eureka means I have found it," said the boy. "Very well. What had Archimedes found?" questioned the teacher. The boy hesitated, then ventured, hopefully. "The soap, sir!"—Terre Haute Tribune.

The Grass Is Greener

Man—Did your wife scold you when you went home so late last night?

Friend—No. For once I was in luck. The people next door were having a family spat and she was so busy listening that she forgot all about me.—Chelsea Record.

Disappointment

"So you are going home," said the kindly stranger to the wanderer. "I suppose they will kill the fatted calf for you?"

"Yes, that's the worst of it," replied the wanderer sourly; "I am on a diet and can't eat any meat."—Pathfinder Magazine.

The Real Point

British Guide (showing places of interest)—It was in this room that Lord Wellington received his first commission!

American Tourist (suddenly interested)—How much was it?

THE GREAT TROUBLE

She—This age we are living in gives much food for thought.

He—Yes, but not much for digestion.

Thought Revived

Lionel—By jove, old fellow, when a man's in love he begins to think that his eyes are open for the first time!

Sympathizing Friend—Yes, and when it's all over he sometimes has the same sensation! — Vancouver Province.

Hard Luck Story

My friend, the visiting nurse, reports that a very sick patient told her that her illness was caused by bad teeth. The way she put it was, "I should have had my teeth excavated two years ago, for pyrex."—Cleveland Plain Dealer.

Back to Early Standards

"Are there any gangsters in Crimson Gulch?" asked the traveling man.

"No, sir," answered Cactus Joe. "We shoot things out for ourselves. The Gulch continues to favor rugged individualism."

Suspicious

The maid was cleaning the stairs the morning following a wedding reception, and picked up a spoon.

"Some guest must have had a hole in his pocket," she observed.—Ottawa Citizen.

And He Went His Way

Sinister-Looking Individual (significantly)—Is yer 'usband at 'ome, ma'am?

Lady (resourcefully)—Well, if he's finished his revolver practice, he'll be playing in the back garden with our bloodhounds. Did you want to see him?—London Tit-Bits.

Resented Imputation

Specialist—This eccentricity you speak of in your daughter—isn't it, after all, a matter of heredity?

Mother (severely)—No, sir! I'd have you to know there never was any heredity in our family!

Cash Wanted

"Pay your taxes with a smile," advised Mrs. Gotrocks.

"I should love to," said Miss Comely, "but they insist on cash."

Two-Piece Frock in Smart Design

PATTERN 2030

In this two-piece frock youth is delightfully served. Make it of one of the new fabric prints which look like wool, or of a smart sheer woolen. It suggests a suit in its trim lines and neat tailored finish. The yoke extends down the front to the edge of the jacket in a vest effect from under which a belt partly encircles the waistline. The bow at the neck is extremely attractive in velvet. Think of it in rust color with the frock in two shades of green. With the diagrammed sewing chart which accompanies the pattern, even a young girl can easily make the frock.

Pattern 2030 is available in sizes 10, 12, 14, 16 and 18. Size 12 takes 2⅛ yards 54-inch fabric, and 1⅛ yards 4-inch ribbon.

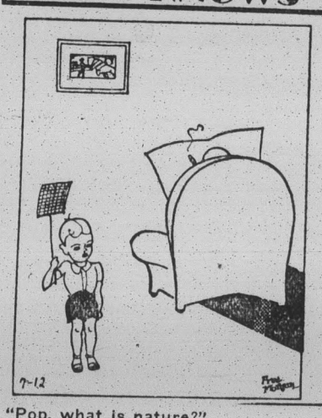
Send FIFTEEN CENTS (15c) in coins or stamps (coins preferred) for this pattern. Write plainly name, address and style number. BE SURE TO STATE SIZE.

Address orders to Sewing Circle, Pattern Department, 243 West Seventeenth street, New York City.

Jimmy Walker Now Is a "Country Gentleman"

JAMES J. WALKER, former mayor of New York, is now living the life of a country gentleman in England. Our illustration shows "The Thatch," in Surrey, built by Mrs. Walker's mother, where he and his wife reside; and Jimmy himself with Jock, his pet Scotty.

PAPA KNOWS—



"Pop, what is nature?"
"First theatrical producer."

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THE DAYS THAT USED TO BE

By ANNE CAMPBELL

THE happy days that used to be
Trail green paths of allure.
The little home that sheltered me—
A nest warm and secure—
Sends up its smoke against the sky
Of memory. . . . Once more
I see the golden sun climb high
Above my cottage door.

There never were such dawns as those—
So fragrant and so clean;
The dew that sparkled on the rose,
The morning's silver sheen,
Shed over all of us the grace
Of the beginning day . . .
It was the early morning face
Of God that turned our way.

So simple were the hours we spent,
So tranquil were our days,
It is small wonder that content
Adorned our humble ways.
And something of that beauty clings
To bless us still, and bind
The present to the happy Springs
That we have left behind.

Copyright.—WNU Service.

Through A WOMAN'S EYES

by JEAN NEWTON

VANITY, THY NAME IS—?

"VANITY, thy name is woman!"

There are men the author of that quotation did not know. One of them, a motion picture actor, killed himself the other day because he had got too old to play romantic parts.

There were other circumstances contributing to his despondency, of course. There had been illness and financial loss. But the man's best friend at the time of his death said it was the prospect of playing "bit" parts with others in the romantic roles that was the real cause of his giving up. "His chief pride," it was said, "was his unswerving faith in himself as 'the perfect lover'"—and when he could no longer be that he did not care to live.

It is a tragedy that we used to connect with women, that desperate battle with the years, that inability to grow old gracefully. Particularly women on the stage, whose survival in their profession was thought to depend on their physical charms, were assumed to live in dread of the creeping up of inevitable time. And yet today we see more and more popular actresses outwitting that enemy. They do it by the simple process of going along with time, instead of trying to fight it. Mary Pickford gives up sweet sixteen parts and grows up in pictures; such a still glamorously beautiful actress as Judith Anderson plays the modern mother of a grown son. Even on the stage a woman can be forty-five and still beautiful; she can be sixty and still interesting; but she cannot, as a former generation allowed Sarah Bernhardt, play acceptably a part that is half her age. And she has discovered that her alternative need not be oblivion.

It may be the modern demand for realism that has led actresses—as well as women in private life—to adapt themselves more frankly to the dictates of the years, to try to use them for whatever their advantages, rather than be defeated by them. Whatever the reason, it is uncommon today to find a woman who does not know when to leave the ingenue role for one in character. So we are spared many of the ghastly exhibitions that were familiar when women thought they had to remain young or die.

And if these were tragic on the part of women, how much more pitiable to find a man who tries to hang on to youth and physical glamour, how much more—at the risk of sounding hard—inexcusable! In every day life, of course, most of us find it distasteful for a man to put much weight on his physical attractiveness. And on the stage there are so many character parts that a man can play, it should be far easier than for a woman to make the transition from romantic roles before he finds himself dropped, with no recourse but the poor "bits" which naturally fall to the lot of a "has been."

If Vanity's name is woman, it is becoming hyphenated with Common Sense. And men who are going to adopt it had better follow suit with the latter, too.

©. Bell Syndicate.—WNU Service.

"A person who turns to the paper for the weather report," says ironic Irene, "can't have much faith in their corns."

WNU Service.

WITTY KITTY

By NINA WILCOX PUTNAM

The girl chum says if people feared exposure to the sun as they do exposure to ridicule, there would be no cases of sunburn.

WNU Service.

New Members of La Guardia Family

HERE are the two foster children of Mayor and Mrs. La Guardia of New York, Jean, aged six, and Eric, four years old. They have now been legally adopted. Jean is a niece of the mayor's first wife, who died in 1921, and Eric was an orphan.

AN OVERSIGHT

Sabertooth, the Medicine Man—You've been hitting the hootch too hard. I told you you should take only a mouthful before each meal.

Skinpants—But you didn't say what mouthful should measure it. There's my megatherium's mouth, f'instance, or the mouth of my cave.

Length, Not Breadth

First Voter—How long did the candidate speak, Bill?

Bill—About an hour and a half.

First Voter—And what was it all about?

Bill—He didn't say.—Exchange.

Ambition

He—I'd like to write the most popular book of the day.

She—You think that is the way to fame?

He—I don't give a hoot for the fame, it is the way to fill a pocketbook, and that's what interests me.

Warning

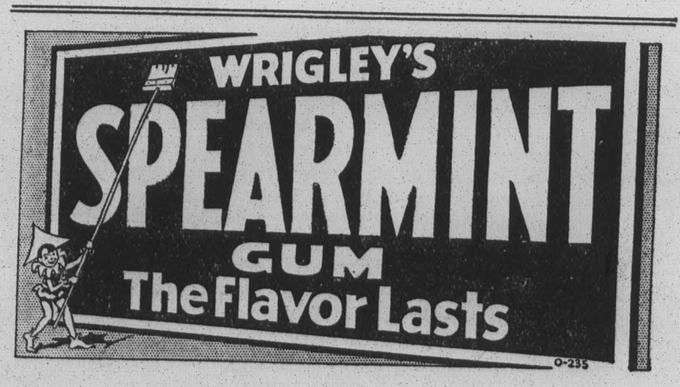
Mrs. B.—What made you count your change so carefully after paying our bill?

Mr. B.—The clerk kept saying that "honesty is the best policy."—Border Cities Star.

Lot Like That

Blinks—That dame can say more foolish things than anybody I ever listened to.

Jinks—Yes, her tongue travels along at sixty miles an hour, while her brain is jogging along at about five.



The Ocean Beach News

ISSUED EVERY FRIDAY AT
1922 BACON STREET, OCEAN BEACH, CALIFORNIA

SUBSCRIPTION RATES
One year, in advance $2.00 Six months, in advance $1.00

AN INDEPENDENT PAPER

Entered as second-class matter December 1, 1922, at the post office at Ocean Beach, San Diego, Cal., under the Act of March 3, 1897.

H. H. HARTVIGSEN.....Editor and Publisher

Legalized as an Official San Diego City and County Newspaper
Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula.

ADVERTISING RATES

CLASSIFIED ADS—Ten cents per line of eight point type for the first insertion and five cents per line each subsequent insertion.
LOCAL READERS—Fifteen cents a line for the first insertion and ten cents per line each subsequent insertion.
DISPLAY ADVERTISING—Rates upon application.
Ad copy should be in the office by Wednesday noon.
Classified, transient and political ads PAYABLE IN ADVANCE

Happy New Year!

Again we are on the threshold of a New Year, and most of us are wondering what is before us—wondering if this, another stepping stone will give us a hopeful lift. One thing seems sure, we have had a training that will stay fresh in our memory for a long time, but, more important is the attitude we take in the matter.

Of all the inventories, there is nothing so appealing or necessary as an inventory of yourself. Perhaps a good deal of the nation's success depends on our New Year's resolve. Business is commonplace compared with your own great self. Some have fallen into the pit of inferior complex and think they cannot pull themselves out. Unless you get busy and chase the skeleton out of the closet, and bury these grievances, your stewardship will not be worthwhile.

What ever has been our misfortune, we are still rich, though in the midst of poverty—rich if in possession of ourselves with a sane mind and enough optimism to assert it. We have heard all kinds of prophesies about politics and money the past year; high taxes, bond issues and debts have haunted us like a nightmare, but to be fortified with good "stick-to-itiveness" seasoned with optimism, this alone will carry one thru with a feeling of security, even in the face of reverses and disappointments.

Why not go into the New Year with a balanced budget of high resolves? Then the struggle will be minimized and we will meet the demands upon us easier and with satisfaction that endures.

This is wishing you all A Happy and Prosperous New Year.

• • • •

Another brief year passed and we are reminded of the new license plate for 1935, also the three dollars! This is the important part—in fact both are essential. If it was not for the license plate there could be no autos on the highway, and the three dollars helps to get the next year's plates. As usual a few will find it hard to "cough up" the three plunks, but no one begrudges the amount, for each one knows very well that no license means no car, and think what could happen without the automobile! California's license plate is just one state out of 48 others, who are doing the same thing. Changing the color scheme of the plate is one of the interesting features of the new plate. By careful observation, one in the Southland sees a great array of cars driven by visiting tourists from almost every state in the Union, each carrying his state's license plate. California will reverse the same color scheme of two years ago for its new 1935 plate—orange figures on black background.

• • • •

The year 1934 has left some startling reminders for students of history to reflect upon. For a year of tragedy and disaster, the present year has no peer. It was the hottest and dryest in over 70 years. Washington weather officials say conditions were made more serious this year than in other droughts because most of the earlier droughts followed years of normal rainfall, but this year's drought has hit areas which have been abnormally dry for three or four years. With past years of depression gone into the archives of history added to our destruction of this year, the American people have something to remember. Strange enough, the millions who are the survival of the fittest, are not "down and out" yet, but are looking forward to better days. Congress may do wonders in improving the economic conditions, but no power on earth can control the natural laws. We are sub-serviant creatures and will never be otherwise.

• • • •

The lavish use of print paper has caused a rise in the price which will advance an increase of $2.50 on the ton after January 1st. This, perhaps, is nothing astonishing when you stop and think of the free use of the huge bundles of advertising put out, arranged in shopping news style and running from 16 to 48 pages, embellished in colors. The drain on the paper mills is just beginning to be felt in commercial channels. It hits the publishers of newspapers still harder, for he usually contracts his paper a year ahead, running into thousands of tons. There is said to be hundreds of millions of dollars invested in machinery for the newsprint industry and the drain on the forests where the pulp comes from is enormously heavy At the end of another six months, the price is to go up $2.50 more or $45 per ton. This is something for paper users to think about.

• • • •

Within the past century the population of United States has increased nearly ten fold. One hundred years ago it was only 12,866,000; today we are rapidly nearing 130,000,000,000 souls! United States is the most ideal Democrary of any nation of the world, but within the last quarter of a century a variety of leadership has struggled to overthrow the peoples' power. To allow such enemies to "seep in" under the guise of social reform, is the worst type of treason. When Congress convenes it will find itself facing problems mightier than all the questions which have arisen since the drafting and adopting of the Constitution of the United States. The Alien law will not be ignored by any means for it will be compulsory if we are to apply the political refining fire that will clean out the recreant and undesirable.

• • • •

Modern educators can learn new methods in their profession by studying the earnest devotion of men of affairs in history who were early educators in their primitive works. John Wesley was a keen English zealot who never ceased using his pen. He realized that the printed word was stronger than the sword, for he wrote 181 articles in prose and verse as early as 1756. They were written in English and translated into Latin and German; subjects on grammar, logic, medicine, music, poetry, science, theology and philosophy. These publications were sold so cheaply that they were in reach of the poorest people living. Education got a good start from these giant intellects of which Wesley was an example. Education and doing, are he propelling agents for measured success.

NO GOOD REASON FOR PESSIMISM

F. M. Law, President American Bankers Association, Sees Improving Conditions and a Changing Future

WASHINGTON, D. C.—There is no good reason for pessimism today, for though the "depression is not by any means over we are coming out of it," F. M. Law, President of the American Bankers Association told the American Institute of Banking convention here recently.

"Banking is a necessary business and will endure," Mr. Law said. "In order to endure, it must be the right sort of banking, under the right sort of management.

"The American Institute of Banking commands and is entitled to great respect because its major objective is to teach and promote the right kind of banking. One of the chief reasons for my faith in the future of banking is that this organization has 219 active chapters, with over 50,000 members, and with 33,000 students enrolled, and it is doing a good job in teaching these thousands of bank employees what good banking is, and what it is not."

Business Men Should Recognize New Conditions

Business men everywhere, and especially bankers, he said, will do well to recognize and to understand the many changes that are occurring, for "it is fatal to be obsessed with the belief that any and all change from the existing order is heresy."

Banking is a serious business, he said and "I know not one single man or woman who has made a success of it who has not been over a long period of years a hard worker." He added:

"Take for your motto the old German phrase 'Ich Dien.' (I serve). Meaning what? Serve your depositors, your stockholders and society.

"Let no man tell you that private initiative is dead. On the contrary, it commands a greater premium today than ever before. If you and others like you have courage enough, if you possess patience, if you have a passion for hard work, and if, with an open mind, you look to and prepare for the future and the opportunities which are sure to come, you cannot be denied. Your generation will add prestige to the honorable calling that we know as banking."

• • • we can give your printing that modernistic touch so popular in present day advertising

FEDERAL RESERVE BOARD FINDS BANKING BETTER

WASHINGTON, D. C.—A review by the Federal Reserve Board indicates that the condition of operating banks, particularly in country districts, has improved in recent months, as shown by the fact that these banks have been able to reduce their indebtedness to the reserve banks, to the Reconstruction Finance Corporation and to others.

The July bulletin of the board in discussing these findings says:

"At the same time progress has been made in making available to depositors funds that had been tied up in closed banks.

"Banks in financial centres have been out of debt to the Federal Reserve Banks for a long time and in addition have had a large volume of excess reserves. At the beginning of the year there were still many small banks throughout the country, however, that carried a considerable load of indebtedness.

Country Banks Reflect Improvement

"The liquidation of indebtedness by these banks reflects in part improvement in business condition and the consequent ability of customers to repay bank loans which long had been frozen. It constitutes a strengthening of the banking position."

The board pointed out that the reduction of member bank indebtedness has been continuous since the beginning of 1932 except for a brief period during the banking crisis in the Spring of 1933. The review continued:

"In 1932 liquidation of indebtedness of member banks to the reserve banks was accompanied by an increase of their borrowings from the Reconstruction Finance Corporation. In the past year and a half, however, indebtedness of member banks to the Reconstruction Finance Corporation has also been reduced."

SEES TURNING POINT IN BANKING HISTORY

NEW YORK. — The American Bankers Association Journal in its July issue presents the following review of banking and business conditions:

"It is an almost universal opinion among bankers that June has been the turning point in banking history in the matter of recovery. Reasons for the optimism are twofold—the condition of the banks and the prospects of better banking business.

"The reorganization of the banking system after the holiday of sixteen months ago is now practically complete. The comparatively few banks yet to be reorganized and reopened are no longer a serious factor in the situation. The year's preparatory period for the enforcement of major provisions of the Banking Act of 1933 has passed, and banks now have a definite idea of where they stand."

The News does Job Printing

Fish Canners Show Increased Business

SAN PEDRO, Dec. 25.—San Pedro and San Diego canners packed 50 percent more mackerel in 1934 than in any previous year, and may have surpassed the record tuna output of 1,920,000 cases set in 1930, estimates by canners today indicated.

The tuna pack already is known to have gone well above the 1,900,000-case mark. Output is almost equally divided this year between San Pedro and San Diego, and represents perhaps $10,000,000 of new wealth taken from the sea. Recession of Japanese imports from 700,000 cases in 1933 to 215,000 this year, proved stimulating to the California industry.

Canned mackerel totaled 1,250,000 cases worth $3,125,000, and surpassing last year's record almost by half. San Pedro alone packed more than 1,000,000 cases. Both products are almost entirely consumed in domestic markets.

Some San Pedro plants discontinued temporarily the packing of tuna as the year waned, to pack sardines, 150,000 cases being canned here since Nov. 1 with expectations the local season pack will be held down to 600,000 cases.

A recent survey disclosed more than 6000 persons engaged in fisheries at San Pedro, mostly for the canning industry.

NOVEMBER TOURISTERS SHOW LARGE INCREASE

Registering an increase of 20.3 per cent over November, 1933, a total of 66,294 out-of-state motor tourists visited California last month according to official figures obtained by actual count of California department of Agriculture border officers.

During the first 10 months of this year 761,913 out-of-state visitors toured California, marking an increase of 17.6 per cent over the corresponding 11 months of 1933.

A survey at the four Southern California border stations, Blythe, Daggett, Yuma and Yermo, revealed that the calibre of motor tourists now arriving for the mid-winter vacation season is exceptionally high.

COUNTY EXPENSES SHOW LARGE GAIN

Despite a 29 percent tax delinquency last year and no increase in this year's budget, the county is spending money faster this year than last.

This was revealed by the monthly financial statement for November, completed Tuesday.

It showed that while only $1,771,774.38 had been spent by Nov. 30, 1933, $2,288,716.83 had been spent up to the corresponding date this year.

Salaries and wages are up from $550.246 last year to $583,144 this year. Maintenance and operation is up from $812,905 to $1,172,566. Capital outlay for the first five months of the fiscal year has more than doubled. Last year it was $40,503 and this year it is $87,581. Interest and debt redemption has increased from $181,974 last year to $280,767. The only decrease in expenditure is noted in revolving funds cut from $186,143 last year to $164,656 this year.

The News does Job Printing

RICHFIELD
Gasoline and Oils

Sunshine Service Stat'n
(Glen Jones, Prop.)
1946 BACON STREET

Silver Gate Dairy
NORTH SAN DIEGO
P. O. Box 25 Hillcrest 1731
Delivered to your Door Twice Daily
Grade A Raw Milk
Grade A Pasteurized Milk
Table Cream
Whipping Cream
Churned Buttermilk, Butter & Eggs
Cottage Cheese

NOVEMBER BEVERAGE TAX IS $117,230

Sacramento, Dec. 22—California wine sales are showing a marked increase as the holiday season advances, according to tax figures announced here today by R. E. Collins of Redding, chairman of the State Board of Equalization.

Out of a total tax of $117,230.06, computed on November beer and wine sales at 2 cents per gallon, $33,387.25 represents taxes on wine.

NATIVE OF CANADA DIES AT HOME HERE

Funeral services were held Sunday, December 9th, for John Gilbert Croston, 72, a native of Canada, who passed away at his home here Dec. 7th, the Rev. W. S. Dunn officiating at the service.

Mr. Croston had made his home here for ten years and resided at 4627 Long Branch avenue. He was a member of the Loyal Orange lodge of Canada. Burial was in Mt. Hope cemetery.

His survivors are his widow, Mrs. Elizabeth E. Croston and two sons, Roy W. and Jack Croston, all of San Diego.

CCC ENROLLMENT TO BEGIN IN JANUARY

An announcement from the War department last Saturday indicated that enrollment in the CCC will be opened again on January 2, 1935, for the period terminating between March 1, 31, 1935. Enrollments can be for the three-month period only, as the present legal authority under which the CCC is operating terminates on March 31, 1935.

Enrollments are to fill up the vacancies which have occurred in the CCC companies since the enrollment in October of this year, and to replace men who are being discharged on December 31, 1934 for having completed 15-months of service, the maximum time anyone is allowed to serve.

Altho exact quotos have not been announced, it is estimated that between 2000 and 3000 young men will be selected by various agencies of the Dept. of Labor for enrollment.

BREAKING-IN MILEAGE

Motor car manufacturers would prescribe a longer breaking-in period for their products if only they thought the buyer had sufficient patience, remarks L. G. Evans of the National Automobile club. Five hundred miles, the usually specified mileage, is not enough, generally speaking, altho it is about all the motorist will stand. His car would serve him better and last longer if the period were extended to 1,000, or better still, 1,500 miles before the engine is run full speed.

JANE ADAMS ON RADIO TODAY

The eminent Miss Jane Adams of the Women's International League for Peace and Freedom, and probably the most famous woman peace leader the world over, will be the radio speaker on Dec. 28th in the new series of broadcasts entitled "Women and World Peace".

This broadcast is the third in the radio forum inaugurated by the International Federation of Business and Professional Women, Friday afternoon, over a NBC network 12:30 to 1 Pacific Standard time.

ADAMS' BARBER SHOP
1927 Bacon Street
"It Pays To Look Well"

Finest Cakes!
Quality Bread!
Delicious Pastry!!
O. B. Bakery
Corner Newport & Bacon Sts.
Phone Bayview 0882

POINT LOMA LODGE No. 620
F. & A. M.
Stated Meeting First Thursday
Wm. E. Nelson, W. M.
H. K. Rankin, Secretary

Mission Beach Personals

(Beth V. Paynter, correspondent)
(Tel. Pacific Beach 425 or 433)

Mr. and Mrs. Oscar Southwick and family left this week for their old home at Moline, Ill.

* * * * * *

Mrs. Katherine Kersten was entertained Christmas at the home of Mr. and Mrs. Jack Lawrence.

* * * * * *

Mr. and Mrs. C. T. Schultz spent Christmas with Mr. and Mrs. George Schultz and family of San Diego.

* * * * * *

A Yuletide celebration was held Christmas at the home of Mr. and Mrs. B. Winterfair. Covers at dinner were laid for Hugo La Verne, his son and daughter, Hugo, jr., and June, Mr. and Mrs. Winterfair and Sonny.

* * * * * *

Sonny Prentice spent several days last week at the Prentice summer home on San Jose place before going to Los Angeles with his father where they joined Mrs. Prentice who is visiting her mother in the northern city.

* * * * * *

Mr. and Mrs. Robert Dewhurst and family celebrated Christmas eve with a tree at their home at 811 Venice court. After Santa Claus had paid his visit a buffet supper was served. Present were Mr. and Mrs. Percival Dewhurst, Mr. and Mrs. O. M. Ward, Mr. and Mrs. H. C. Miller, Lowry Ward, Harry Dykstra and several little Dewhursts. Christmas day Mr. and Mrs. Dewhurst and family drove to National City to spend the day with Mrs. Dewhursts parents, Mr. and Mrs. O. M. Ward.

* * * * * *

A community Christmas tree was enjoyed by the children and grown-up children of Mission Beach Monday evening. A thirty-five foot Christmas tree on the main boulevard was beautifully decorated and lighted and Santa paid his second visit to the community, distributing boxes of candy to all the children present. Bonham Brothers Boys band played.

Santa's first visit to Mission Beach occurred Saturday afternoon when he arrived paddling a canoe. Over 200 residents of all ages were present, dressed in bathing suits and shorts, to receive him. Pictures were taken of the group and Santa, who was clad in traditional Yule-tide attire. The affair was sponsored by the Mission Beach Business and Booster's club.

* * * * * *

The children of Mission Beach were guests of their parents Sunday evening when the latter presented a playlet "Christmas Gifts" for the benefit of their youthful offspring in the PTA rooms at the amusement center. The program was under the direction of Mrs. O. L. Cutler and consisted of bits from familiar Mother Goose nursery rhymes and many beloved characters from the same source, such as old King Cole, the Old Woman in the Shoe, the Three Little Kittens and many others. Parents taking part in the play included Mesdames G. R. Williams, J. B. Morse, W. T. Howell, J. V. Huntamer, L. C. Harbin, J. D. Goudie, L. S. Tichenor, Harold Zeuner, J. B. Asher, M. B. Evilsizeer, R. V. Williams and Messrs. L. S. Tichenor, J. V. Huntamer, D. K. Wilkie, J. D. Goudie, C. L. Cutler, A. B. Pitts, G. R. Williams, Kirk Potter, L. C. Harbin and J. B. Morse.

ELLA COLE HOST TO W. C. T. U.

The regular monthly meeting of the local W. C. T. U. was held at the home of Mrs. Ella Cole, 4836 Niagara avenue, Dec. 21. Altho so near the busy Christmas holidays there was a good attendance and an interesting program and discussion on the topics for the day: Peace, and Paying the cost. The hostess served dainty and very tasty refreshments.

—Minnie H. Clarke, Corr. Sec'ty.

Classified advertising brings results.

TWO MARINES HURT WHEN HIT BY CAR

J. W. Smith, 24, and Christian Dole, 34, marines, were injured Tuesday night on Atlantic blvd., near Lindbergh field, when struck by a car driven by Miss Goodloe Gilmer, 4876 W. Point Loma blvd., according to police records.

Police report Miss Gilmer as saying she was driving south along Atlantic blvd., at about 39 miles an hour when the accident occurred. The marines, it is said, were walking south on the side of the road.

The injured men were taken to Naval hospital where it was reported that Smith had incurred a serious back injury, cuts and bruises, and that Dole had internal injuries, cuts and bruises.

Patronize The News Advertisers

19·Wishing you a Happy New Year·35

LITICKER'S WINE HOUSE

4955 Voltaire Street - - - Phone Bayview 0417

RICHLEY HARDWARE

1926 Bacon Street

PAINT AND HARDWARE

Claspill's

Wish to thank their many customers & friends for their generous patronage for the year of thirty-four---and for thirty-five

A happy heart
the whole year through
Good friends to share
life's best with you,
Bright trails ahead
good times in store
With joys increasing
more and more.

1935

A Lucky New Year

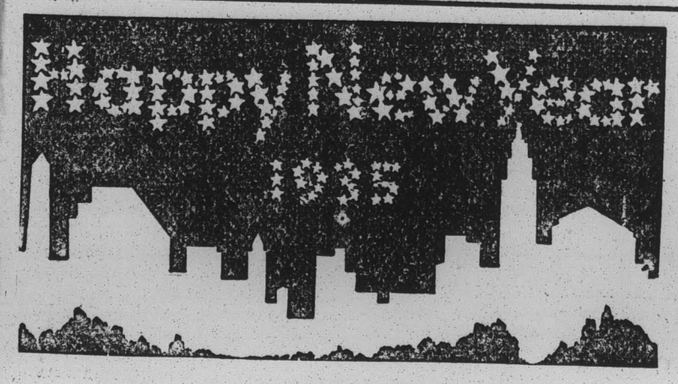
AND

A HAPPY NEW YEAR

TO ALL

FRIED'S

5010 Newport Street



BAYBRIGE

Greetings 1935

Go To Church Sunday

SIXTH CHURCH OF CHRIST, SCIENTIST
1929 Cable street, San Diego, Calif.

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday school 9:30 a. m.
Wednesday evening at 8 o'clock.
Reading room is open Mondays, Thursdays and Saturdays from 2:30 to 4:30 p. m., except holidays.

TRINITY EPISCOPAL CHURCH

In rememberance of Armistice, a quiet day of prayer will be observed in Trinity Episcopal church, corner of Sunset Cliffs and Brighton, avenue, Monday, November 12. The church will be open all day.

Church Services at Trinity Mission Episcopal church, corner of Brighton and Sunset Cliffs Blvd.
Rev. J. B. Osborn vicar in charge
Holy Communion at 11 o'clock first Sunday in the month.
Early Celebration 8 a. m.
Church School 9:30
Morning Prayer 11 a. m.

POINT LOMA M. E. CHURCH
Cor. Sunset Cliffs Blvd. and Saratoga
Rev. James Hughes, Minister.

Church school, 9:45 a. m.
Morning worship, 11 a. m.
Young People's meeting, 7 p. m.
Wednesday Fellowship Hour 7:30 p. m.
Thurs., 7:30 p. m., choir rehearsal.
Girl Scouts, Thursday at 4 p. m.
Boy Scouts, Tuesday at 7:30 p.m.
Music by the Choir.
Brownies, Wednesday at 3:10 p.m

CATHOLIC

Sacred Heart Church—Ocean Beach, at Sunset Cliffs Blvd. and Saratoga.
Sunday Masses 8 and 10.
Evening devotions 7:30
Week day Mass at 7:30
P. A. Connolly

FIRST BAPTIST CHURCH OF OCEAN BEACH
Santa Monica-Sunset Cliffs Blvd.
Rev. W. S. Dunn, Pastor

Bible school, 9:45 a. m.
Morning hour of worship, 11 a. m.
Music by the choir.
Tuesday, 10 a. m., Sewing Circle.
Wed., 7:15 p.m, Business Girls club
Wed., 7:30 p. m. Prayer meeting.
Thurs., 7 p. m. Choir Rehearsal.
Fri., 7:15 p. m. Boy Scouts.
You are cordially invited to the services of this church.

Elim Pentecostal Tabernacle
Corner Cape May and Ebers
Mary B. Lynas, Evangelist
Sunday school, 9:45 a. m.
Morning worship, 11 a. m.
Evening worship, 7:30 p. m.
Thurs., Students' Night, 7:30 p. m.
Friday 7:30 p.m. Evangelistic ser.
A hearty welcome awaits you.

OCEAN BEACH LUTHERAN MISSION

Geo. M. Jacobsen, vicar in charge.
Services held at the Woman's club. Newport and Abbott, as follows:
Divine services at 10:45.
Sunday School at 9:30.
A hearty welcome awaits you.

M. E. CHURCH SERVICES

"A Highway for God" will be the subject of the sermon next Sunday morning at the Methodist church, corner of Sunset Cliffs and Saratoga avenues. The sermon will deal with waymarks and guide posts taken from the experience of the people in Bible times and showing what significance they have to the present time. Music for the service will be furnished by the choir under the direction of Mrs. Anna Forsythe.

The church school for all age groups meets at 9:45. The children of kindergarten age supervised by Mrs. A. O. Shepherd. The primary children are under the direction of Mrs. George Sharpe. Individual classes for boys and girls of junior age. High school boys and girls are taught by Rev. Hughes, Mrs. Hughes and Mrs. Myron Insko. A class for adults is taught by Dr. Frank R. Felt.

The Epworth league, an organization of young people meet Sunday evening at seven o'clock. All are welcome to any of these services.

BAPTIST CHURCH SERVICES

Rev. W. S. Dunn will be the speaker in the morning service at 11 o'clock, his sermon theme will be "The Old Paths and the New Way." The young people's society will meet at 6:45 p. m. and is extending an invitation to the young people of the community to meet with them at this hour to discuss matters of importance to the youth of today.

There will be a song service at 7:30 p. m. and as this is the last Sunday evening service of the year you are urged to attend this happy meeting. The pastor will speak on the subject "Something to Live For."

A cordial welcome awaits you at the service of this church.

Lutheran Mission

Services will be held at the usual time Sunday morning, Sunday school at 9:30 o'clock, and divine services at 10:45 o'clock. The subject of the sermon will be, "The Prophecies of Simeon and Anna." We cordially invite all Lutherans, as well as the general public to worship with us at the Woman's club house, Newport and Abbott streets.

IS MAN AN ANIMAL OR A GOD?

Man the Sphinx, the riddle of the ages, half beast, half divine, what of him? Men and women, humanity in the making, still in the throes of becoming; constantly wavering between divine impulses of self sacrifice, benevolence, compassion for others and that mean yellow streak of greed, suspicion, jealousy, competition to the death—such are we.

The Ocean Beach Theosophical club which meets on Thursday, January 3, at 7:30 p. m., in the bungalow of the school will try to analyse man and see what can be learned. Mrs. Mora Forbes will lead the discussion and will also give a short Sanskrit lesson.

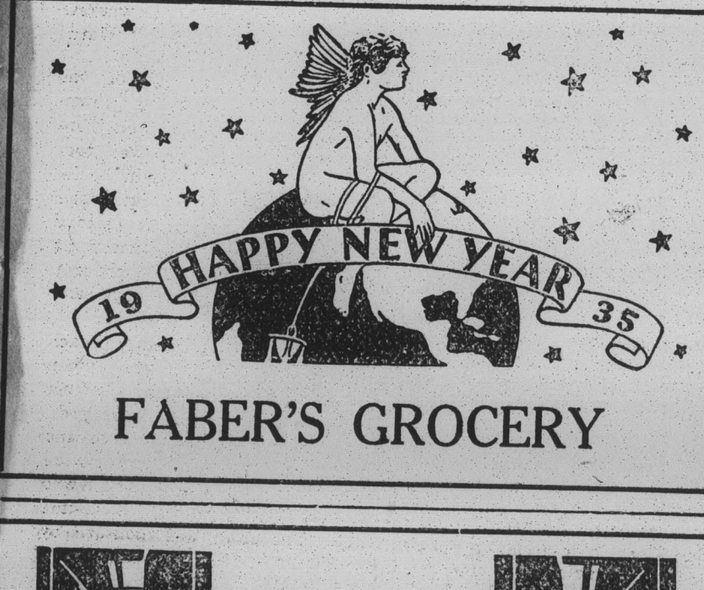
All are welcome and questions are invited.

The Lotus circle for children will meet on Sunday, December 30 at 10:30 in the American Legion hall on Abbott street. Children and adults welcome.

Barbecue Lunch

A. J. WYNNES

5088 Newport Ave



FABER'S GROCERY

Our Best Wishes

1935

Camp Holiday Auto Court

5075 Niagara Street

Ocean Beach Hardware

5008 Newport Avenue

JOHN HARRISON
And
MRS. HARRISON
Proprietors

Happy New Year to All

19 35

Bonnie Bee Beauty Shop

4999 Voltaire Street Phone Bayview 0801-J

NEW YEAR'S GREETINGS

V. F. W.
America's "Old Guard"
The Veterans of Foreign Wars

LIEUT. BERT A. ALLEN POST

AND AUXILIARY

Roller Skating

Every Nite

Kickham's Rink

Special Prize Attraction!!

New Year's Eve

Play "Round-Up"—With Flashlights; It's More Fun Than "Hide-and-Seek"!

Although the simple games which granddad used to play when he was a boy are among the few things which have survived in a rapidly changing world, even they have taken on modern garb and would hardly be recognizable to him today.

The latest instance of this is the "new" game, called Round-Up, which is not new at all, but only a modern improvement on the old game of "Hide and Seek."

The game is played after dark, and each contestant carries a flashlight. The person who is "It" closes his eyes, as in hide-and-seek, while the other participants hide up trees, in shrubbery, or wherever they can conceal themselves. Then the "It" person searches for them with his flashlight. When he spots someone he merely calls his name and if the name is correct the "captive" must return to "base"—or the "Corrall" as it is called in this modernized version. After the person who is "It" has gone away to find the other participants, the captive yells: "Beckon, Beckon." He cannot leave the "Corrall" until some friendly participant gives him a "beckon," consisting of a "wink" or flash, on his flashlight.

Giving this "beckon" involves danger, for if the person thus coming to the captive's rescue is not careful, the flash of his flashlight will reveal his hiding place and he will be caught. Generally, the "rescuer," as soon as he has given the captive a beckon, dashes off in the dark to find another hiding place before the "It" person can detect him.

As soon as any participant is caught three times he is "It," and all participants come to the "Corrall" to begin over again.

NOVEMBER GASOLINE TAX IS $3,227,105.78

Sacramento, Dec., 22.—After the October break in the decline of California gasoline tax revenues, the November tax is reported at $3,227,105.78, marking a decrease of $664,597.39 as compared with the tax for the same month of last year. This is a loss of 17.07 per cent in contrast with the gain of 7.5 per cent shown for October.

Commenting upon this sharp decline in the yield from the 3 cents per gallon motor vehicle fuel tax, R. E. Collins, chairman of the State Board of Equalization, in whose office the tax is assessed, stated, "Gasoline tax returns for the past month are disappointing. They indicate that the improvement noted in October oil company business was apparently not as permanent as had been hoped."

LETTERHEADS
as we print them
evidence your
business progress

WISHING YOU JOY

GUS' PLACE

5049 Newport

NEW YEAR'S JOY

Strand Radio Co.

4985 Newport Street

NEXT DOOR TO POST OFFICE

LOCAL AND PERSONAL EVENTS

Mrs. L. M. McCullough has recently purchased the Haffey home at 4762 Muir avenue.

—‡–‡—

Lt. Yancey N. Adams and son, Y. N., Jr., spent a few days in San Francisco last week.

—‡–‡—

Mrs. Clara Jackson formerly of Ocean Beach has recently married J. C. Hansen now living at Stockton, California.

—‡–‡—

Mr. and Mrs. John A. Lunden and daughter Barbara Ann of Kensington Manor are spending the winter months at 4629 Granger st., Sunset Cliffs.

—‡–‡—

Mrs. M. Fried left Wednesday afternoon for a trip to Salt Lake City, where she will visit her mother and other relatives, then will go on business north to Rigby and Ashton, Idaho.

—‡–‡—

Jack Lane of the 30th U. S. Infantry band, stationed at the Presidio, San Francisco, is spending the holidays with his parents here, Mr. and Mrs. Frederick Lane at 4654 Brighton avenue.

—‡–‡—

Dr. F. M. Murphy, wife and son came over from Flagstaff, Ariz., Saturday to spend a three-week vacation with Mrs. Murphy's sister, Mrs. Ethel Dougherty, of 5027 Niagara avenue, and other relatives in San Diego.

—‡–‡—

Mrs. Myron Insko received word Sunday morning that her father had passed away Saturday night, at his home in Kalispel, Montana. Deceased was a native of Ohio, age 86 years. Mrs. Insko's mother preceded the husband in death twelve years ago.

—‡–‡—

Mrs. Pearl Wood and father, S. C. Smith, were Christmas dinner guests with Mrs. Dora Bert in Mission Hills. Mrs. Bert and Mrs. Wood are friends of thirty years standing and old times was the feature of conversation. Mrs. Wood will go to Los Angeles Sunday for medical observation.

—‡–‡—

Mr. and Mrs. L. B. Hayward were Christmas dinner guests at the home of Mr. and Mrs. E. G. Fitch at El Cajon, after which the family made a visit to the work at El Capitan dam. Mrs. Hayward says summer weather prevailed in the back country and there was no trouble in keeping warm.

—‡–‡—

Mr. and Mrs. J. W. Rankin and Miss Margaret Rankin of 4651 W. Point Loma Blvd., entertained at the California Carlsbad Hotel Christmas dinner, in honor not only of the holiday but also of Mrs. Rankin's birthday and wedding anniversary. Guests were Mr. and Mrs. L. H. Phipps and Miss Vera Phipps who have just returned from a trip to Europe, and Mr. and Mrs. W. H. Stonerook.

—‡–‡—

Mr. and Mrs. C. W. Varney, 4728 Saratoga avenue, especially enjoyed Christmas holidays by a visit from their children, Mr. and Mrs. C. W. Varney, jr., of Alhambra; Joe Varney and Miss Georgia Sinclair of Los Angeles; Miss Winifred Varney of Berkeley who was down for two weeks; and Mr. and Mrs. Edwin Stivers of Ocean Beach. Walter Varney, who is at Seattle expected to be home but suffered an attack of the flu and decided it was unwise to make the trip at the present time.

Mr. and Mrs. George Ulrich were down from their home at Descanso spending the holidays with friends and relatives.

—‡–‡—

Board meeting of the Ocean Beach Woman's club will be held Wednesday, Jan. 2, at 10 a.m. in the club rooms.

—‡–‡—

A daughter was born December 15th to Mr. and Mrs. James O. Tomlinson of 4677 Green Street, at Gracewood hospital.

—‡–‡—

Mr. and Mrs. Claude M. Cole spent Christmas with their daughter and husband, Mr. and Mrs. Middaugh in the latter's San Diego home.

—‡–‡—

Mrs. Mary Gray, formerly of Ocean Beach, now living at Delta, Colo., has been very seriously ill but the last heard she was improving.

—‡–‡—

According to the County League baseball schedule, Mission Stars will play our local boys at Collier park in Ocean Beach, next Sunday, Dec. 30.

—‡–‡—

Mr. and Mrs. Y. N. Adams and son Yancey, and daughter Mildred and her husband spent Christmas day in El Centro visiting old friends.

—‡–‡—

According to Sunday's traffic accident reports, Gus Nelson, 64, 4747 Muir avenue, was seriously injured when a car struck him at Voltaire street and Sunset Cliffs Blvd. Police report a car driven by Joseph O'Donnell, 53, 5132 Saratoga avenue, hit Nelson.

—‡–‡—

Mrs. Adah R. Claspill, mother of I. J. Claspill, was a Christmas eve guest at the home of her son's family, staying over night and enjoying the Santa Claus distribution Christmas morning. The family then all went to Mrs. Adah R. Claspill's home at 2636 "B" street for Christmas dinner and the balance of an enjoyable day.

—‡–‡—

Claspill's store reports the first sale on the day following Christmas, to have been a bathing suit, showing that article to be a staple of the merchandise line and in use every day at Ocean Beach. Quite a good many people are still taking a daily swim in the surf here while other sections suffer with winter's cold and sleet.

—‡–‡—

Mrs. Nettie Christianson died at her home here Sunday, Dec. 23rd. She was the wife of Carl A. Christianson, mother of Antoinette Born of Honolulu; sister of Mrs. Mabel Haas, Lena Sandbrook, San Diego; Elmer Olsen, Los Angeles. A member of the Hotel Greeters, San Diego age 58 years. Christian Science services were held Wednesday, Dec. 26 from Bonham Bros. chapel.

—‡–‡—

Mr. and Mrs. Willis J. Kenline, of El Centro visited in Ocean Beach during the holidays and entertained at Christmas day dinner at Hotel Churchhill, in San Diego. Their guests were the immediate family, Mr. and Mrs. Geo. J. Kenline, Miss Winifred Kenline, and Mrs. Pimbley. The entire party left during the late afternoon for El Centro. Mr. and Mrs. Geo. J. Kenline returned Wednesday evening.

—‡–‡—

Mr. and Mrs. J. E. Clark of Niagara avenue were agreeably surprised during the Christmas holidays by a visit from Mrs. Clark's sister and her husband, Mr. and Mrs. Dave Littlehale of Seattle, Wash., who have come down to spend the winter here and at Long Beach. Also a one-day visit from their sons and daughters-in-law, Mr. and J. W. Clark of San Francisco, and Mr. and Mrs. Chas. R. Clark of Los Angeles.

—‡–‡—

CHURCHES OF CHRIST, SCIENTIST

"The Lord hath made bare his holy arm in the eyes of all the nations; and all the ends of the earth shall see the salvation of our God." These words of Isaiah's are the Golden Text in the Lesson-Sermon on "Christian Science" on Sunday in all branches of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass.

One of the Scriptural selections includes these citations from Luke: "And, behold, there was a man in Jerusalem, whose name was Simeon; . . . And it was revealed unto him by the Holy Ghost, that he should not see death, before he had seen the Lord's Christ. And he came by the Spirit into the temple: and when the parents brought in the child Jesus, to do for him after the custom of the law, then took he him up in his arms, and blessed God, and said, Lord, now lettest thou thy servant depart in peace, according to thy word: for mine eyes have seen thy salvation."

A passage from "Science and Health with Key to the Scriptures," by Mary Baker Eddy, states, "Jesus demonstrated Christ; he proved that Christ is the divine idea of God—the Holy Ghost, or Comforter, revealing the divine Principle, Love, and leading into all truth."

The News does Job Printing

GRUBER'S

Strand Theatre

OCEAN BEACH, CALIF.

SHOWS START At 7 And 9 P. M.
MATINEE SATURDAY 2:30 P. M.

FRI & SAT DEC 28-29
"THE ST. LOUIS KID"
with James Cagney, Patricia Ellis, Allen Jenkins.
The most lovable rough-neck who ever broke a woman's heart, or chin!
News weekly, Mickey Mouse cartoon, Pepper pot, 7th chap. "Lost Jungle."

SUN MON TUES DEC 30-31, JAN 1
"A LOST LADY"
with Barbara Stanwyck, Ricardo Cortez, Frank Morgan.
She married to escape love, but found there was no escape for a woman like her.
News weekly, cartoon, travelogue musical comedy.

WED THUR JAN 2-3
"THE FIREBIRD"
with Verree Teasdale, Ricardo Cortez. A mystery drama that is serious entertainment that will entertain.
News weekly, comedy travelogue.
Wed and Thur are 15c nites.

CLASSIFIED ADS

Advertisements under this heading 10c per line for first insertion and 5c per line for each succeeding insertion.

THE MAY COMPANY

Real Estate — Insurance — Rentals

Ask Coleman about his individual auto policy at $22.05 per year, drive any car. 5009 W. Point Loma Blvd. Phone Bayview 0422.

HOOVER VACUUM SWEEPER Factory Rebuilt. Used only 6 months since rebuild. For Quick sale $15 cash. Slanker, 5026 Del Monte, O. B. BV 0191-W. 8tfc

FOR SALE—Two bobbed wigs, one blonde and one gray; one transformation, long hair, light brown. Tel. Bayview 0275-M. —7tfc

IF TIRED buy a combination couch and day bed and relax. The Wright Place, 1884 Bacon street.

Will care for children day or night. Mrs. Mary Bauer, 4656 Muir. 8-11p

COACHING—All grade and high school subjects. Reasonable rates. Mrs. Fred Roberts, 4151 Udal St. 6tfc.

List your property with—
DELMAR H. PARKER, 5075 Niagara
Real Estate—Rentals—Collections
Maintenance—BV-0895. 52tfc

MATERNITY CASES—Home delivery, doctor and nurse $35. BV-0063-J.

HOLDRIDGE — HOUSES $12 up. Phone BV-0192. 2147 Bacon St. 29tfc.

FOUND—Pair glasses nearly two weeks ago, near MacMarr store on Voltaire St., silver frames. Owner may have same at News office by paying for this ad. 8tfc

WILL SWAP—One year's subscription to the Ocean Beach News for $2 cash. Call 1922 Bacon street.

If you want to rent or sell your property list with me. As business has greatly improved I need new listings. Bert Wenrich, 2029 Bacon. 25tfc.

PICTURES and NOVELTIES at the Wright Place, 1884 Bacon street.

CAMP HOLIDAY AUTO COURT
Cottages, day, week or month, with or without bedding. 5075 Niagara Avenue. 13tfc

WARREN - WALKER SCHOOL
4867 Santa Cruz, BV 0589-W
Pre-school to ninth grade
Dir, Mrs. E. A. Walker. Pac Bch 329

AUTO PAINTING—For estimate on quality work see Ted Hopkins, 4361 Saratoga avenue, Ocean Beach or call LJ 2374, 7838 Herschel avenue. 14tfc

See Dumont for rentals, real estate and insurance, 2137 Sunset Cliffs Blvd., Bayview 0944-J.

Ocean Beach CLEANERS
1930 Bacon Street
Phone Bayview 0030
WE CALL FOR AND DELIVER
GIVE US A TRIAL

Professional Cards

MARVIN R. EBY, M. D.
Physician and Surgeon
Phone Bayview 0256-R
1920 Bacon St. Ocean Beach

JOHN PARKS GILMER, M. D.
PHYSICIAN AND SURGEON
Kraft Bldg., 1889 Bacon Street
Telephones Eye Clinic Saturdays
Office: BV 1007-J 10 A.M. to 12 N.
Res: BV 0581
Res. 4876 West Point Loma Blvd.

Drs. WATTERS & WATTERS
Osteopathic Physicians
Phone Bayview 1162
5002 Niagara Ave., Ocean Beach

Dr. I. W. PARKS
DENTIST
X - RAYS
Office Phone Bayview 0702
Residence Phone Bayview 0438-J
Kraft Bldg - - Ocean Beach

IVERSON L. HARRIS WILL SPEAK OF WORLD PROBLEMS SUNDAY

"World Problems" will be the subject of the public forum-lecture to be given at Theosophical Headquarters, Point Loma, next Sunday afternoon at 3. The speaker will be Iverson L. Harris, Regional Vice-President of the Theosophical society who has been an active member of the headquarters' staff since 1906, when, at 16 years of age, he started traveling with the late Theosophical leader, Katherine Tingley, in the capacity of secretary. During the world war he served in the Judge Advocate General's department at Headquarters Camp Lewis, American Lake, Washington.

The speaker will undertake to show how world problems are really individual problems writ large, and that every thinking man can assist in solving them by solving his own. He will maintain that Theosophy affords a sound and satisfying philosophy of life that appeals to every reasoning, intelligent man, regardless of nationality, race or creed, and that when applied to the problems of individual life, it will slowly but surely solve world problems in a much more enduring manner than any merely political or economic expedients, which are at best but temporary and palliative.

What Vocation Shall My Boy Choose?

By Morris Lawrence,
Director, School of Chemistry, International Correspondence Schools.

We live in a changing world. Opportunities for success in the future will differ from those in the past. A young man's wise choice of his life work may do much to determine success or failure. How shall he choose?

A Career in Chemistry

PRIOR to the World War, European chemists were world leaders in the profession. In the manufacture of a vast number of synthetic products and in the production of various metals and alloys, the world acknowledged the supremacy of the European chemist.

With the outbreak of the War, American chemists were faced with the necessity of producing a great number of products that had hitherto been imported. The manner in which they met the situation has relieved us of the necessity of ever again depending upon Europe for most of these products. American chemists proved themselves equal to those of any other nation. Their success opened wide the door for ambitious young Americans with a bent toward the test tube and the laboratory.

Today three-fourths of all our manufacturing operations are dependent upon the skill and research of the chemist. The chemist has created a modern world of wonders far beyond the wildest imaginings of the ancient alchemists, but the future holds possibilities of equally amazing triumphs. Production of new power fuels, the manufacture of new synthetic products, the development of new by-products from the waste piles of industry, all await the successful conclusion of the chemist's research.

Far into the future chemistry should continue to offer a career of great promise to young men in this country. Technical training must, of course, be acquired; either by study at a university or technical school or by study in spare time while working on the job. For those who choose the latter course, the obvious procedure is to seek a beginner's position in a plant manufacturing chemicals, paints and varnishes, or any of the other products in which chemistry plays an important part. Both courses have produced outstanding leaders in the profession.

Virginia "D" Cafe Cor. Cass & Garnet Pacific Beach
OUR SUNDAY DINNER WILL BRING YOU BACK AGAIN
Beer on Draught and Bottled
SHORT ORDERS and REGULAR DINNERS 35c to 60c

DON'T MISS THIS—
New Year's Eve Frolic
BOBBY RICE'S Orchestra of 12; plus assisting artists.
MISSION BEACH BALLROOM
Admission, 35c, including dancing all evening. Loges, 35c couple.
Dancing begins at 8:30.
MISSION BEACH

Ocean Beach Business Directory

AGNES G. ELLS, 4845 Muir Ave. R.E., Rentals, Notary, Ins.

TONY'S DeLOMA CONFECTIONARY, 5026 Newport Ave.
Beer and Wines on tap. Candy, Cigars, Tobaccos and Lunches

GUS' PLACE LUNCHES, BEER ON DRAUGHT CIGARS, TOBACCOS, ICE CREAM 5049 Newport Ave.

Baybrige Cafe West Point Loma Boulevard
THOSE GOOD SANDWICHES

Central Cleaners, Bayvw 0122, 4959 Voltaire
Palmer Brothers, Props., Send us your most delicate garments. We Call and Deliver. Suits Pressed While You Wait.

COOPER Pharmacy 4904 Voltaire--BV 0880
Christmas Cards, Gift Toilet Sets, Fancy Box Candy, Stationery

LAMB'S MARKET, Bank of America Bldg.
Groceries, Vegetables, Wine, Beer—Shop Around Some Time! !

Lewis B. Peterson, Watchmaker and Jeweler
5041 Newport Avenue—Full line of Good Quality Merchandise.

Main Pool Hall, 5065 Newport Ave.
Bert Shaffer, Proprietor—Cigars Tobaccos and Soft Drinks.

Ocean Beach Arrow Transfer, BV 0136
Wood and Coal, Pianos for Rent at $2 mo. and up. Gene Henderson
Storage, Daily Trips to San Diego. 1877 Bacon Street

Ocean Beach Hdwe Co. 5008 Newport Ave
Hardware, Paints, Glassware, Fishing Tackle. Bayview 0049

Ocean Beach Plumbing Co. BV. 0152
Chas. H. Peltcher, 14 years in Ocean Beach 1869 Cable St.

O. W. JORDAN, Plumbing and Heating BV 0136
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Budgeting Calories

by Jane Rogers

Depression Has Taught American Housewife How to Make Less Expensive Cuts Attractive Dinner Offerings

A PROMINENT meat packer told me recently that the depression had done for the meat industry, what years of educational effort and thousands of dollars had failed to do. It had taught the American housewife that there was something to a cow besides a sirloin or tenderloin steak.

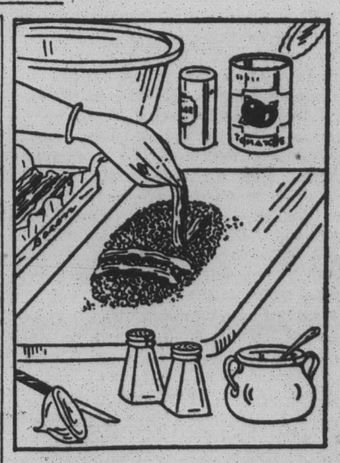
"What to do with the less expensive cuts of meat is no longer a problem," he said. "Women have learned that they can save considerable money by using these cuts several times a week and at the same time satisfy the family demand for a meat dish."

The real answer though, I believe, lies in the newer knowledge of seasoning and preparation which has been uncovered during the last few years by some of our foremost culinary experts.

Less expensive cuts of meat, they found, could be made just as tasty as the higher priced ones by proper seasoning. The secret, however, is in the types of seasoning used and the way they are blended to create a harmonious whole.

Salt, pepper, sugar, sage and other standard condiments are found in every kitchen, and these are all important in turning the inexpensive cut into a delicious dish.

Everyone is familiar with the seasoning qualities of salt and pepper and most of the other standbys. The sugar is a recent discovery of culinary experts, although it has been used by continental chefs and housewives for years. It functions, not as a sweetener, but to "blend" and point up the other flavors.



Here is one meat dish, made from inexpensive cuts, that provides a tasty offering calculated to please the entire family.

Meat Mound

1 pound round steak ground
½ pound pork ground
¾ can tomatoes
2 teaspoons sugar
½ teaspoon salt
Pinch sage
1 small onion minced

Mix onions, sugar, sage, tomatoes, salt and meat until well blended. Shape in a mound and place in a roaster. Cover top with four or five strips of bacon. Place in an oven about 375° F. for one hour. Remove top of roaster the last fifteen minutes and increase heat.